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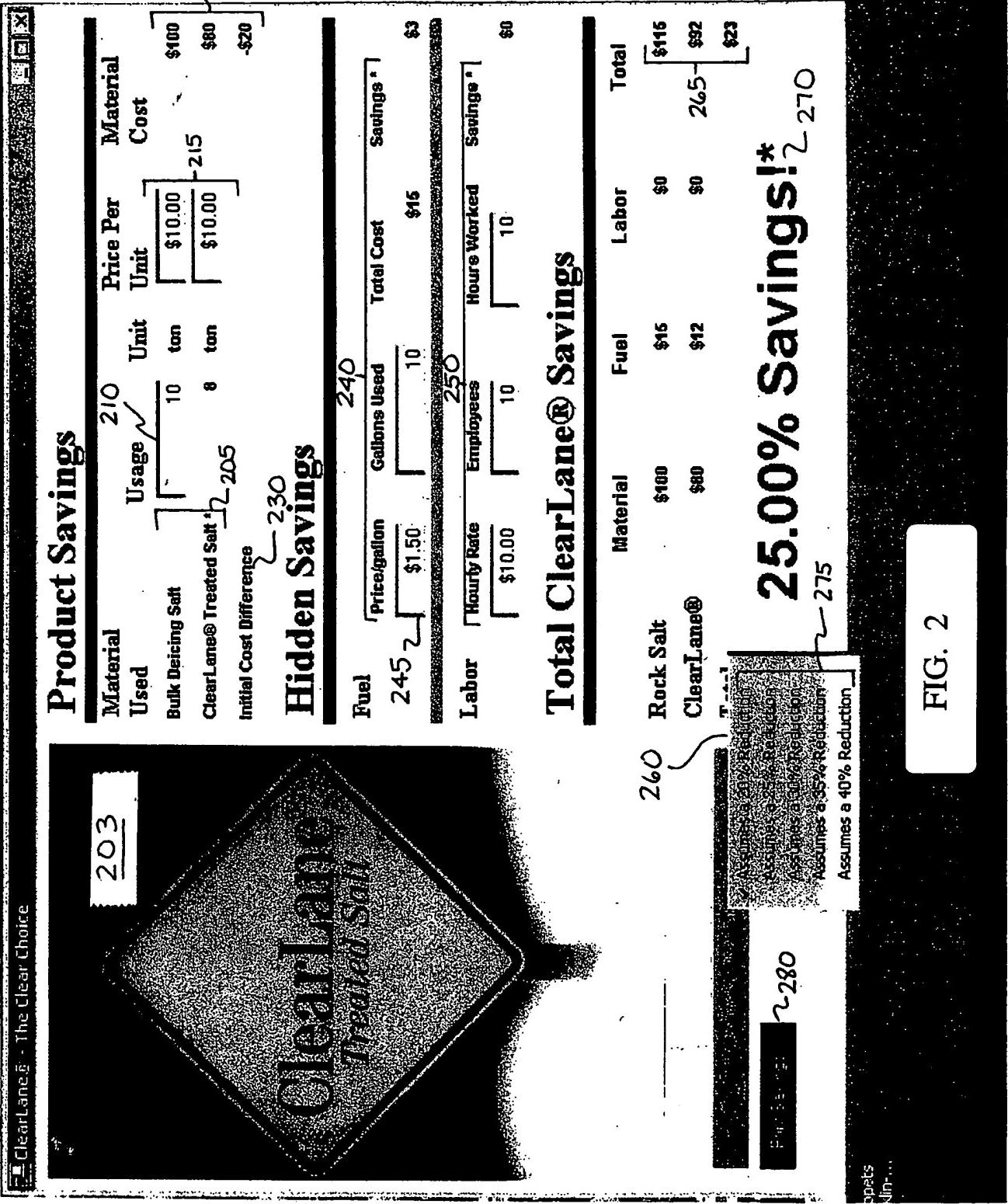


FIG. 2

## Product Savings

Material Used	Usage	Unit	Price Per Unit	Material Cost
Bulk Deicing Salt	10	ton	\$10.00	\$100
ClearLane® Treated Salt*	7	ton	\$10.00	\$70
Initial Cost Difference				-\$30

## Hidden Savings

305

### Fuel

Price/gallon	Gallons Used	Total Cost	Savings*
\$1.50	100	\$150	\$45

### Labor

Hourly Rate	Employees	Hours Worked	Savings*
\$10.00	10	10	\$300

## Total ClearLane® Savings

320

Material	Fuel	Labor	Total
Rock Salt	\$100	\$150	\$1,000
ClearLane®	\$70	\$105	\$700
<b>Total</b>			<b>\$375</b>

## 42.86% Savings!\*

(\* Assumes a 30% Reduction)

335

350

For pricing, contact:

Phil Knapp

Port Cargill (Cargill, Inc.)

12105 Lynn Ave. South

Savage, MN 55378-1662

~365

E-Mail: Phil\_Knapp@cargill.com

Phone: 952-984-7415 x456

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300

FIG. 3

## Bulk Break-Even Cost

Bulk Tons	410	10,000	← (You can change these values to recalculate.)
Bulk Cost	415	\$278,600.00	
Bulk Ext	413	6,500	
ClearLane Tons	430	\$15.00	
ClearLane Modifier		\$42.86	
ClearLane	420	\$278,590.00	
ClearLane ext	420	(-\$10.00)	← (Negative numbers benefit the customer)
Diff	450		<u>400</u>

FIG. 4

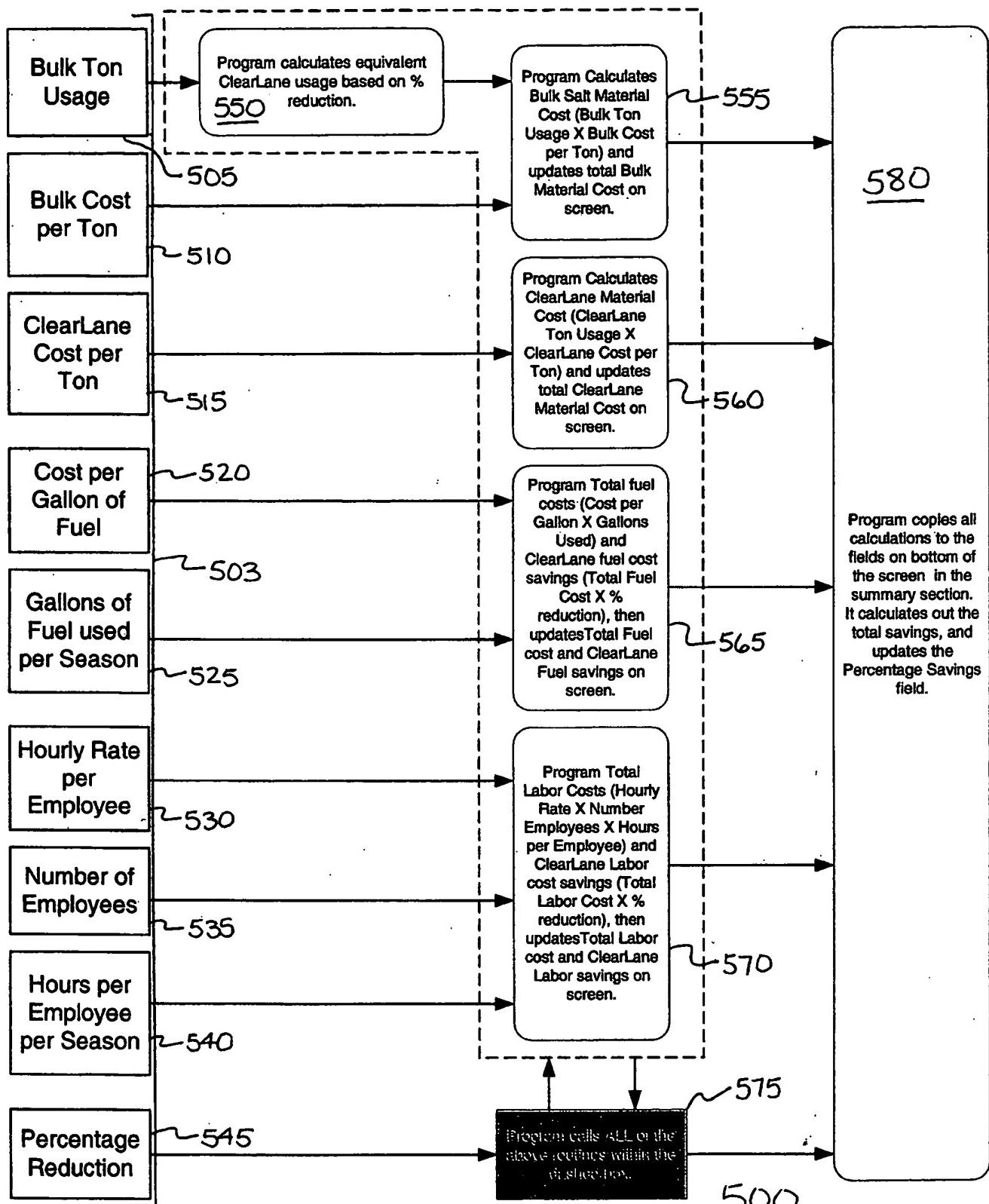
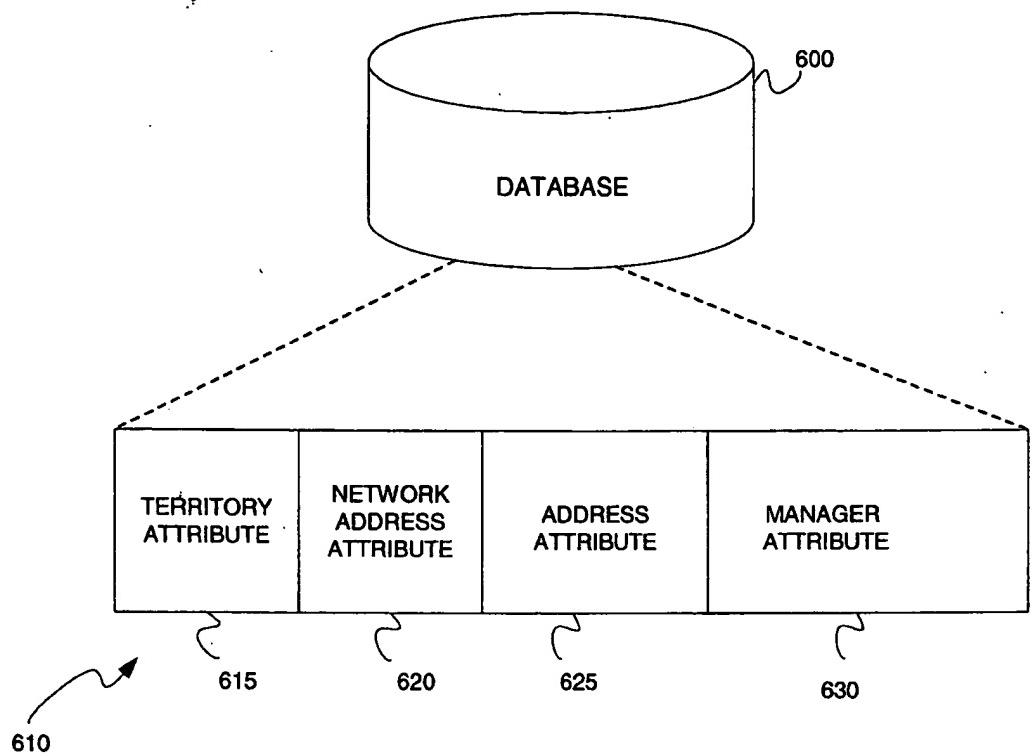


FIG. 5



**FIGURE 6**